

ORDER



Orders
Order / Rev: 170106
Alt Order #:
Product Desc:
Estimate: 3206
Flight Dates: 11/02/12 - 11/06/12
Original Date / Rev: 11/01/12 / 11/02/12
Order Type: GENERAL

KSTP-TV, LLC and KSAX-TV

Primary AE: Rachel Chason
Sales Office: P-PHL
Sales Region: National

Agency Name: Strategic Media Placement
Buying Contact: Whitney Eversole
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015-7010

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Michele Bachmann -2012
Demographic: A35+
Product Codes: PL1
Priority: 2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	33	\$36,900.00	\$31,365.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	33	\$36,900.00	\$31,365.00	0.00
Totals	33	\$36,900.00	\$31,365.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Rachel Chason			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSTP-TV, LLC and KSAX-TV	25%	\$36,900.00
Market	100%	\$147,600.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KARE	25%	\$36,900.00
KMSP	25%	\$36,900.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	25%	\$36,900.00
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	M	11/02/12	11/06/12	M-F 530-6a News	CM	530-6a	21--2--	:30	5	\$400.00	2	0.00	NM	5	\$2,000.00
M-F 530-6a News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----2--			2			\$400.00		0.00			
Week:		11/05/12	11/11/12	21-----			3			\$400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	M	11/05/12-11/11/12		M-F 530-6a News		530-6a	MT-----	:30		\$400.00		0.00	NM		
E 2	M	11/02/12	11/06/12		CM	6-7a	22--2--	:30	6	\$550.00	2	0.00	NM	6	\$3,300.00

KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6-7a News											
				M-F 6-7a News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	----2--		2		\$550.00		0.00					
Week:		11/05/12	11/11/12	22-----		4		\$550.00		0.00					
E 3	M	11/02/12	11/06/12	M-F GMA	CM	7-9a	11--1--	:30	3	\$500.00	2	0.00	NM	3	\$1,500.00
				M-F GMA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	----1--		1		\$500.00		0.00					
Week:		11/05/12	11/11/12	11-----		2		\$500.00		0.00					
E 4	M	11/02/12	11/06/12	Sa 6-7a	CM	6-7a	-----2-	:30	2	\$350.00	2	0.00	NM	2	\$700.00
				Sat 6a News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----2-		2		\$350.00		0.00					
Week:		11/05/12	11/11/12	-----		0		\$350.00		0.00					
E 5	M	11/02/12	11/06/12	SA GMA	CM	7-8a	-----2-	:30	2	\$600.00	2	0.00	NM	0	\$0.00
				Sa GMA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----2-		2		\$600.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	M	10/29/12-11/04/12		SA GMA		7-8a		-----Sa--	:30	(\$600.00)	0.00	NM			
Credited															
2	M	10/29/12-11/04/12		SA GMA		7-8a		-----Sa--	:30	(\$600.00)	0.00	NM			
Credited															
Week:		11/05/12	11/11/12	-----		0		\$350.00		0.00					
E 6	M	11/02/12	11/06/12	Sat 8-9a	CM	8-9a	-----1-	:30	1	\$500.00	2	0.00	NM	1	\$500.00
				Sat 8-9a News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----1-		1		\$500.00		0.00					
Week:		11/05/12	11/11/12	-----		0		\$350.00		0.00					
E 7	M	11/02/12	11/06/12	SU GMA	CM	7-8a	-----2	:30	2	\$725.00	2	0.00	NM	0	\$0.00
				Su GMA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----2		2		\$725.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	M	10/29/12-11/04/12		SU GMA		7-8a		-----Su	:30	(\$725.00)	0.00	NM			
Credited															
2	M	10/29/12-11/04/12		SU GMA		7-8a		-----Su	:30	(\$725.00)	0.00	NM			
Credited															
Week:		11/05/12	11/11/12	-----		0		\$350.00		0.00					
E 8	M	11/02/12	11/06/12	Sun 8-9a	CM	8-9a	-----1	:30	1	\$600.00	2	0.00	NM	1	\$600.00
				Sun 8-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----1		1		\$600.00		0.00					
Week:		11/05/12	11/11/12	-----		0		\$350.00		0.00					
E 9	M	11/02/12	11/06/12	Su 9-10a	CM	9-10a	-----1	:30	1	\$1,000.00	2	0.00	NM	0	\$0.00
				This Week											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----1		1		\$1,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	M	10/29/12-11/04/12		Su 9-10a		9-10a		-----Su	:30	(\$1,000.00)	0.00	NM			
Credited															
Week:		11/05/12	11/11/12	-----		0		\$350.00		0.00					
E 10	M	11/02/12	11/06/12	Sun 10-1030a	CM	Sun 10-1030a	-----1	:30	1	\$350.00	2	0.00	NM	1	\$350.00
				At Issue											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----1		1		\$350.00		0.00					
Week:		11/05/12	11/11/12	-----		0		\$350.00		0.00					
E 11	M	11/02/12	11/06/12	M-F 9-10a	CM	9-10a	1---1--	:30	2	\$150.00	4	0.00	NM	1	\$150.00
				Live with Kelly and Michael											

Order / Rev: 170106
Alt Order #:
Flight Dates: 11/02/12 - 11/06/12

Advertiser: Michele Bachmann -2012
Product Desc:
Estimate: 3206

KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	M	11/02/12	11/06/12	M-F 9-10a Live with Kelly and Michael	CM	9-10a	1---1--	:30	2	\$150.00	4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1				\$150.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	M	10/29/12-11/04/12		M-F 9-10a		9-10a	-----F----	:30		(\$150.00)		0.00	NM		
		Credited													
		Week: 11/05/12	11/11/12	1-----		1				\$150.00		0.00			
E 12	M	11/02/12	11/06/12	M-F The View M-F The View	CM	10-11a	1---1--	:30	2	\$250.00	4	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1				\$250.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	M	10/29/12-11/04/12		M-F The View		10-11a	-----F----	:30		(\$250.00)		0.00	NM		
		Credited													
		Week: 11/05/12	11/11/12	1-----		1				\$250.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	M	11/05/12-11/11/12		M-F The View		10-11a	M-----	:30		(\$250.00)		0.00	NM		
		Credited													
E 13	M	11/02/12	11/06/12	M-F Midday News M-F Midday News	CM	11a-12p	1---1--	:30	2	\$150.00	4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1				\$150.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	M	10/29/12-11/04/12		M-F Midday News		11a-12p	-----F----	:30		(\$150.00)		0.00	NM		
		Credited													
		Week: 11/05/12	11/11/12	1-----		1				\$150.00		0.00			
E 14	M	11/02/12	11/06/12	M-F 430-5p News 430p News	CM	430-5p	1---1--	:30	2	\$150.00	4	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1				\$150.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	M	10/29/12-11/04/12		M-F 430-5p News		430-5p	-----F----	:30		(\$150.00)		0.00	NM		
		Credited													
		Week: 11/05/12	11/11/12	1-----		1				\$150.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	M	11/05/12-11/11/12		M-F 430-5p News		430-5p	M-----	:30		(\$150.00)		0.00	NM		
		Credited													
E 15	M	11/02/12	11/06/12	M-F 5-530p M-F 5-530p	CM	5-530p	1---1--	:30	2	\$700.00	2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1				\$700.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	M	10/29/12-11/04/12		M-F 5-530p		5-530p	-----F----	:30		(\$700.00)		0.00	NM		
		Credited													
		Week: 11/05/12	11/11/12	1-----		1				\$700.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	M	11/05/12-11/11/12		M-F 5-530p		5-530p	M-----	:30		(\$700.00)		0.00	NM		
		Credited													
E 16	M	11/02/12	11/06/12	M-F 6-630p M-F 6-630p	CM	6-630p	1---2--	:30	3	\$1,100.00	2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----2--		2				\$1,100.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	M	10/29/12-11/04/12		M-F 6-630p		6-630p	-----F----	:30		(\$1,100.00)		0.00	NM		
		Credited													
		Week: 11/05/12	11/11/12	1-----		1				\$1,100.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	M	10/29/12-11/04/12		M-F 6-630p		6-630p	-----F----	:30		(\$1,100.00)		0.00	NM		
		Credited													
		Week: 11/05/12	11/11/12	1-----		1				\$1,100.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 25	M	11/02/12	11/06/12	Mon Spcl 2 Dancing with the Stars	CM	7-9p	1-----	:30	1	\$3,500.00	4	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	1-----		1				\$3,500.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	M	11/05/12-11/11/12	Mon Spcl 2		7-9p	M-----	:30		(\$3,500.00)		0.00	NM		
		Credited													
E 26	M	11/02/12	11/06/12	Friday Prime C 20/20	CM	9-10p	----1--	:30	1	\$2,750.00	3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----1--		1				\$2,750.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	M	10/29/12-11/04/12	Friday Prime C		9-10p	-----F--	:30		(\$2,750.00)		0.00	NM		
		Credited													
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 27	M	11/02/12	11/02/12	Friday Prime C 20/20	CM	9-10p	----F--	:30	1	\$7,000.00	1	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$7,000.00		0.00			
N 28	M	11/05/12	11/05/12	Mon Spcl 2 Dancing with the Stars	CM	7-9p	M-----	:30	1	\$8,000.00	2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$8,000.00		0.00			
N 29	M	11/02/12	11/02/12	M-F 6-630p M-F 6-630p	CM	6-630p	----F--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$1,800.00		0.00			
N 30	M	11/02/12	11/02/12	M-F 630-7p M-F 630-7p	CM	630-7p	----F--	:30	1	\$1,700.00	1	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$1,700.00		0.00			
N 31	M	11/02/12	11/02/12	M-F 1035-1102p thru 1/7 Nightline	CM	1035-1102p	----F--	:30	1	\$1,500.00	1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$1,500.00		0.00			
N 32	M	11/03/12	11/03/12	Lt News Delay ABC Sports Late News Delayed	CM	1030-1105p	-----S-	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$1,200.00		0.00			
Totals													33	\$36,900.00	